

Innovation Challenge

POCKET GUIDE

Just do it – start simple and learn on the way

Share ideas – share your ideas and thoughts, because that's how they come alive

Keep an open mind – take different perspectives and be open to the outcome

Keep promises – use your and others' resources carefully and act reliably

Have fun – you're allowed to have fun and your successes should be celebrated

Making the future – create a future you're passionate about

This pocket guide leads you through an ideation process. It helps you to specify your transfer idea or find a use case for your research. Follow the steps.

LET'S GO.

Exchange knowledge – knowledge multiplies when you share it

Be curious – step out of your comfort zone and talk to as many people as possible

READY, SET, GO

1. MAP YOUR STAKEHOLDERS

1.1 Formulate your transfer idea, your challenge, in a short sentence.

[your transfer idea / challenge]

1.2 Who is affected? Write down your stakeholders (organizations and people, who have a claim or interest in the challenge or a potential solution).

Direct stakeholder	Indirect stakeholder

2. EMPATHIZE WITH YOUR STAKEHOLDER

2.1 Who is your most important stakeholder?
What pains, gains, jobs does this stakeholder have?

Pains What negative experiences does your stakeholder want to avoid? (frustrations, risks, obstacles)	Jobs What tasks does your stakeholder have to do? (functional, social, emotional)
Gains What positive experience would your stakeholder like to achieve? (outcomes, benefits, aspirations)	

4. DEVELOP SOLUTIONS

4.1 Use creativity methods to come up with as many solutions as possible. Quantity is what you are looking for. Use the QR Code to choose a method.



4

4.2 Focus on one solution and formulate your solution hypothesis.

We believe, that [solution]

helps [stakeholder]

to solve [specific problem]

3. QUESTION YOUR ASSUMPTIONS

3.1 Interview users or stakeholders to find out if your assumptions from step 1 & 2 are right. Look for surprises, contradictions, gains & pains.

3.2 Summerize your findings with the guiding question:

How might we help [our main stakeholder]

to solve [his/her challenge]

5. TEST YOUR IDEA

5.1 Formulate your test hypothesis:

To verify that, we will [test]

and measure [key figures]

We are right, if [criterias]

5.2 How can you test your solution hypothesis quickly and with minimal effort? Build a pretotype (e.g. a sketch, a simple landing page) to collect feedback.

6. DEVELOP THE NEXT STEPS

6.1 What do you want to achieve today, next week, next month, ...?
What resources do you need (eg. material for a prototype)?
Draft a quick roadmap and assign tasks.

6

WELL DONE, KEEP GOING ;-)

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Hochschule für Technik
Stuttgart



Innovative Hochschule
Eine gemeinsame Initiative von Bund und Ländern

Lost in the process?
Check out the Toolbox for guidance.



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